

# *City of Alexandria, Virginia*

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## **MEMORANDUM**

DATE: APRIL 20, 2016

TO: MEMBERS OF THE TRANSPORTATION COMMISSION

FROM: T&ES STAFF

SUBJECT: AGENDA ITEM # 4 – CAPITAL BIKESHARE

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**ISSUE:** Provide an update to the Transportation Commission on Capital Bikeshare and system expansion.

**RECOMMENDATION:** That the Commission receive the following update.

**BACKGROUND:** Alexandria’s bikesharing program, Capital Bikeshare, is a joint program currently comprised of the District of Columbia, Arlington County, the City of Alexandria and Montgomery County. Alexandria joined the regional program in September 2012, with eight stations in Old Town. The City added eight stations in Del Ray and Carlyle in August 2014, and added three stations in Old Town in February 2016, for a total of 19 stations. Fairfax County will be joining the system in fall 2017 with 24 new stations to be located in Reston and Tyson’s Corner.

The Capital Bikeshare program is consistent with the Council Strategic Plan and directly supports Goal Three, which calls for a “multimodal transportation network that supports sustainable land use and provides internal mobility and regional connectivity for Alexandrians.” A framework for the continued expansion of Capital Bikeshare is outlined in the 2016 update to the Pedestrian and Bicycle chapters of the Transportation Master Plan.

Capital Bikeshare has been very popular with residents and visitors to Alexandria, with over 105,000 trips departing from Alexandria stations since the program began, and 17,600 members in Alexandria. An informational summary for Capital Bikeshare in Alexandria is provided in Attachment 1.

As Capital Bikeshare expands in Alexandria, similar trends can be expected as it becomes more widely used and reaches more residents and visitors. As shown in Attachment 2, Alexandria bikeshare station departures increased by 50 percent from 2014 to 2015. The average number of trips per day increased substantially, to 127 in 2015 from 85 in 2014. Once the City network

reaches 32 stations, a report of bikeshare operations will be provided to City Council in fall 2016 prior to further expansion, as noted in the October 2011 docket to City Council when the Capital Bikeshare program was adopted.

The Braddock Road Metrorail and the King Street Metrorail stations continue to have the highest usage for the entire City bikeshare network, and an additional station was recently placed near the Cameron Street entrance to the King Street Metrorail station to provide more station capacity at that location. A new station is planned for installation this spring at the Eisenhower Avenue Metrorail station. As with other metrorail stations, the Eisenhower Avenue Metrorail's Capital Bikeshare station is anticipated to have higher than average ridership.

In terms of membership, in 2015 the number of annual and monthly memberships increased by an average of 40 percent, from 535 in 2014 to 747 in 2015. Average membership renewal rates also increased to 83 percent in 2015 from 67 percent in 2014.

**DISCUSSION:** In summer 2016, Alexandria will be adding thirteen more stations to the program (for a total of 32 stations) and expanding to neighborhoods such as Rosemont, Arlandria, Potomac Yard and South Old Town. The future expansion of the system that was outlined in the updated Pedestrian and Bicycle chapter of the Transportation Master Plan was based on factors such as existing and future employment and population density, location of attractions (tourist destinations, parks, shopping, schools and libraries), bus and metro stops, existing bicycle infrastructure, topography, percent of minority population and percent of zero-car households. The expansion map provided in Attachment 3 also accounted for the City's program goals as defined by staff, as well as stakeholder and community input received through an interactive online crowdsourcing map during the update of the Pedestrian and Bicycle Master Plan.

Capital costs for expansion are comprised of federal grants and developer contributions. Four of the stations installed in 2016 were paid for through developer contributions while the rest of the stations (including bikes) have been covered through grants. As shown in Attachment 4, Congestion Mitigation Air Quality (CMAQ) grant funding for Capital Bikeshare stations through fiscal year 2022 was recommended by the Transportation in November 2015 and approved by City Council at their November 24, 2015 meeting. It is important to note that stations included in this plan, up to 75 stations, need to have operating funding, which cannot be funded through grants. As a result, funding to operate these stations must be considered through the FY 2018 budget process.

Revenues and user fees have covered an average of 63 percent of operating costs, exceeding the initial goal of 30 percent. The City has been using Transportation Improvement Program (TIP) funding to cover the remainder of the system's operational costs. A cooperative procurement Request for Proposals (RFP) for the operations and maintenance of the system was released by all member jurisdictions in 2015. The existing contractor, Motivate Int.—which operates the

system for the entire region—won the bid and provided a cost reduction of 25% from current pricing. Because the operating cost recovery is expected to decrease with the expansion of the system, the assumption of operating costs of \$10,000 per station per year is still anticipated for fiscal year 2017 despite the reduction in pricing. After the 32 stations have had one full year of operations, revised estimations can be made to the operating cost per station. Staff is working to secure private funds to operate the bikeshare system in Alexandria through Transportation Management Program (TMP) and developer contributions as well as possible sponsorship opportunities to further reduce the cost to the City.

**ATTACHMENTS:**

Attachment 1 – Capital Bikeshare Information Summary

Attachment 2 – Capital Bikeshare Trips in Alexandria

Attachment 3 – Capital Bikeshare Expansion Map

Attachment 4 – FY 2017 – FY 2022 CMAQ/RSTP Proposed Program